



PROMOTIONAL INITIATIVES 2022



[CES Consumer Electronic Show](#)

Sector: Electronics / Technology / Startup

Location: Las Vegas, Nevada

Date: January 5 - 8, 2022

[Press Release](#)

[Press Review](#)

[Catalogue](#)

[Photos](#)

[Video](#)



[Kidscreen](#)

Sector: Animation / Audiovisual

Location: Miami, Florida

Date: March 7 - 11, 2022 (virtual), July 18 - 21, 2022 (in person)

[Catalogue](#)

[Delegates](#)



[South by Southwest](#)

Sector: Music / Audiovisual

Location: Austin, Texas

Date: March 11 - 20, 2022

[Press Release](#)



[Game Developers Conference](#)

Sector: Videogames / Audiovisual

Location: San Francisco, California

Date: March 21 - 25, 2022

[Press Release](#)

[Leaflet](#)

[Photo](#)

[Video](#)

[Invite](#)



[Italian Design Day](#)

Sector: Design

Location: Los Angeles, California

Date: March 23, 2022

[Catalogue](#)

[Video - Italian Design Day](#)



[CPHI North America](#)

Sector: Pharmaceuticals / Biotechnology

Location: Philadelphia, Pennsylvania

Date: May 17 - 19, 2022

[Press Release](#)

[Catalog](#)



[Roma Expo Guitars](#) - US operators mission in Italy

Sector: Music / Audiovisual

Location: Rome, Italy

Date: May 20 - 22, 2022

[Schedule](#)

[International Buyers](#)



[BIO - Biotechnology Innovation Organization](#)

Sector: Biotechnology / Investments

Location: San Diego, California

Date: June 13 - 16, 2022

[Press Release](#)

[Catalogue](#)



[BIAT](#)

Sector: High technology / Innovation

Location: Salerno, Italy

Date: October 11 - 12, 2022



[Maker Faire -- Missione operatori USA in](#)

Sector: High technology

Location: Rome, Italy

Date: 3-9 Ottobre 2022

[Exhibitor List](#)



MILANO 11-12 OTTOBRE 2022

[SMAU](#)

Sector: High-tech / Innovation

Location: Milan, Italy

Date: October 11 - 12, 2022

[Start-ups](#)

[Event](#)



[MIA - International Audiovisual Market](#)

Sector: Film / Audiovisual

Location: Rome, Italy

Data: October 11 - 15, 2022

[U.S. Delegation](#)



[Hit Week](#)

Sector: Music / Audiovisual

Location: Los Angeles + Miami

Date: October 14 - 15, 2022 (Miami), October 19 - 20, 2022 (Los Angeles)

[Press Release](#)

[Program of Events](#)

AMERICAN FILM MARKET®

[American Film Market](#)

Sector: Film / Audiovisual

Location: Santa Monica, California

Date: November 1 - 6, 2022

[Press Release](#)

[Catalogue](#)

[Panel - Filming in Italy](#)

[Photo](#)



**Italian TV
Forum&Festival**

[ITTV Forum&Festival](#)

Sector: Film / TV / Audiovisual

Location: Los Angeles, California

Date: November 6 - 9, 2022

[Program](#)

[Panel - A Book, A Movie, A TV Series](#)

[Photo](#)



[VII Settimana della Cucina Italiana](#)

Sector: Food

Location: Los Angeles, California

Date: November 14 - 20, 2022

[Press Release](#)

[Masterclass Video](#)

[Invite](#)



[GSUP - Global Startup Program](#) (3rd edition)

Sector: Start-up / High-tech / Innovation

Location: San Francisco (Virtual + in attendance), California

Date: September 19 – December 2, 2022

[Press Release](#)

[Startups](#)

[Video Summary](#)

[Interviews](#)